

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently amended) An Internet advertising system comprising:  
a multimedia presentation comprising at least one component  
selected from a group consisting of computer generated animation and full-  
motion video, a given item within the selected component of the multimedia  
5 presentation represented by an embedded advertisement placeholder, the  
embedded advertisement placeholder programmed to dynamically perform  
~~follow~~ a series of actions of the given item within the multimedia presentation;

a set of advertisements corresponding to the embedded  
advertisement placeholder, each of the advertisements being indexed by at  
10 least one demographic indicator, and each of the advertisements stored  
separate from the multimedia presentation;

identifier means for identifying at least one demographic  
characteristic of a user, wherein the at least one demographic characteristic of  
the user corresponds to ~~one of the~~ at least one demographic indicator;

15 selector means for selecting a relevant advertisement from the set  
of advertisements stored separate from the multimedia presentation, the  
selector means configured to receive the at least one demographic  
characteristic of the user from the identifier means, and the selector means  
including a comparison of the user's at least one demographic characteristic  
20 with the at least one demographic indicator of each advertisement to select the  
relevant advertisement for the user;

25 inserter means for inserting the relevant advertisement stored  
separate from the multimedia presentation into the embedded advertisement  
placeholder of the multimedia presentation, the inserter means configured to  
receive the relevant advertisement from the selector means so as to create a  
seamless advertisement programmed to dynamically follow the series of actions  
of the given item integrated within the multimedia presentation and targeted to  
the user's at least one demographic characteristics, and the inserter means  
configured to insert the relevant advertisement after the identifier means has  
30 identified the at least one demographic characteristic of the user; and

delivery means for delivering to the user the seamless  
advertisement created by the inserter means from the multimedia presentation  
having the embedded advertisement placeholder and from the set of  
advertisements stored separate from ~~one another~~ the multimedia presentation.

2. (Original) The system of claim 1 further comprising a hyperlink in  
the advertisement contained in the multimedia presentation.

3. (Original) The system of claim 2 wherein the hyperlink in the  
advertisement is a hyperlink to an advertiser's website.

4. (Original) The system of claim 1 wherein the multimedia  
presentation is an animation.

5. (Currently amended) The system of claim 4 wherein the  
animation is created using Macromedia Flash software.

6. (Original) The system of claim 5 wherein the Flash animation is  
an original presentation.

7. (Currently amended) The system of claim 5 wherein the Flash animation is a pre-existing presentation and the embedded advertisement placeholder is then added to the pre-existing presentation.

8. (Currently amended) The system of claim 1 wherein the multimedia presentation includes at least two embedded advertisement placeholders.

9. (Currently amended) The system of claim 8 further comprising multiple sets of advertisements, each set of advertisements corresponding to one of the at least two embedded advertisement placeholders.

10. (Original) The system of claim 1 wherein the identifier means includes cookies generated by an Internet browser of the user.

11. (Original) The system of claim 1 wherein the identifier means includes a survey completed by the user.

12. (Original) The system of claim 1 wherein the inserter means is a computer program.

13. (Currently amended) The system of claim 12 wherein the computer program is Macromedia Generator.

14. (Currently amended) The system of claim 12 wherein the computer program is stored on a first server and the multimedia presentation containing the embedded advertisement placeholder is also stored on the first server.

15. (Currently amended) The system of claim 12 wherein the computer program is stored on a first server and the multimedia presentation containing the embedded advertisement placeholder is stored on a second server.

16. (Currently amended) The system of claim 1 wherein the delivery means is an Internet connection between a first server storing the multimedia presentation containing the embedded advertisement placeholder and a computer operated by the user.

17. (Original) The system of claim 16 further comprising a syndication network.

18. (Original) The system of claim 17 wherein the syndication network collects the multimedia presentation and the selected advertisement, and the syndication network delivers the multimedia presentation containing the selected advertisement to the user's computer.

19. (Original) The system of claim 18 wherein the syndication network collects the multimedia presentation and the selected advertisement separate from one another, and a server in the syndication network inserts the selected advertisement into the multimedia presentation.

20. (Original) The system of claim 18 wherein the syndication network collects the multimedia presentation having the selected advertisement inserted therein previous to entering the syndication network.

21. (Original) The system of claim 18 wherein the syndication network collects information relating to the identifier means from the user's computer and delivers the identifier information to the selector means.

22. (Previously presented) The system of claim 1 further comprising a media buyer providing at least a portion of the set of advertisements.

23. (Original) The system of claim 22 wherein the media buyer receives information relating to the identifier means from the user's computer.

24. (Previously presented) The system of claim 21 further comprising a media buyer providing at least a portion of the set of advertisements, wherein the identifier information from the syndication network is further delivered to the media buyer.

25. (Original) The system of claim 24 wherein the identifier information is delivered from the syndication network to the media buyer and from the media buyer to the selector means.

26. (Original) The system of claim 24 wherein the identifier information is delivered from the syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means.

27. (Previously presented) The system of claim 1 further comprising means for assessing an advertisement charge to the sponsor of the selected advertisement delivered in the multimedia presentation.

28. (Original) The system of claim 27 wherein the sponsor's advertising charge is paid to an owner of the multimedia presentation.

29. (Original) The system of claim 27 wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation and an owner of a media buyer providing the selected advertisement.

30. (Original) The system of claim 29 wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation, an owner of a media buyer providing the inserted advertisement, and an owner of the delivery means for providing the multimedia  
5 presentation to the user.

31. (Original) The system of claim 30 wherein the delivery means is a syndication network.

32. (Currently amended) An Internet advertising system comprising:  
a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia  
5 presentation represented by an embedded advertisement placeholder, and the embedded advertisement placeholder programmed to dynamically follow a series of actions of the given item within the selected component of the multimedia presentation;  
a set of advertisements corresponding to the embedded  
10 advertisement placeholder, and each of the advertisements stored separate from the multimedia presentation;  
identifier means for identifying a user;

selector means for selecting a relevant advertisement from the set of advertisements stored separate from the multimedia presentation, wherein  
15 the selector means select the relevant advertisement subsequent to the identification of the user by the identifier means;

inserter means for inserting the relevant advertisement stored separate from the multimedia presentation into the embedded advertisement placeholder of the multimedia presentation, the inserter means configured to  
20 receive the relevant advertisement from the selector means so as to create a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation, and the inserter means configured to insert the relevant advertisement after the identifier means has identified ~~the at least one demographic characteristic of the user~~; and

25 delivery means for delivering to the user the seamless advertisement created by the inserter means from the multimedia presentation having the embedded advertisement placeholder and from the set of advertisements stored separate from ~~one another~~ the multimedia presentation.

33. (Original) The system of claim 32 wherein the selector randomly selects the advertisement.

34. (Original) The system of claim 32 wherein the seamless advertisement is dynamically contained in the multimedia presentation.

35. (Currently amended) An Internet advertising system comprising:  
an original Macromedia Flash animation ~~multimedia presentation~~  
~~comprising at least one component selected from a group consisting of~~  
~~computer generated animation and full motion video~~, a given item within the  
5 ~~selected component of the~~ Flash animation ~~multimedia presentation~~  
represented by an embedded advertisement placeholder, and the embedded

advertisement placeholder programmed to dynamically follow a series of actions of the given item within the ~~multimedia presentation~~ Flash animation;

multiple a sets of advertisements, each set of the advertisements  
10 corresponding to ~~one of each of the at least two~~ embedded advertisement  
placeholders, each of the advertisements being indexed by at least one  
demographic indicator, and each of the advertisements stored separate from  
the Flash animation ~~multimedia presentation~~;

cookies generated by an Internet browser of a user for identifying  
15 at least one demographic characteristic of the user;

selector means for selecting a relevant advertisement from the set  
of advertisements stored separate from the ~~multimedia presentation~~ Flash  
animation, the selector means configured to receive the cookies generated by  
the Internet browser of the user, and the selector means including a comparison  
20 of the user's cookies with the at least one demographic indicator of each  
indexed advertisement to select the relevant advertisement for the user;

a Macromedia Generator computer program for inserting the  
relevant advertisement stored separate from the Flash animation ~~multimedia~~  
~~presentation~~ into the embedded advertisement placeholder of the ~~multimedia~~  
25 ~~presentation~~ Flash animation, the Generator computer program creating a  
seamless advertisement programmed to dynamically follow the series of actions  
of the given item integrated within the ~~multimedia presentation~~ Flash animation  
and targeted to the user's at least one demographic characteristics, and the  
~~Macromedia~~ Generator computer program configured to insert the relevant  
30 advertisement after the identifier means has identified the at least one  
demographic characteristic of the user;

a syndication network for delivering to a computer operated by the  
user the seamless advertisement created by the Macromedia Generator  
computer program from the ~~multimedia presentation~~ Flash animation having the



35 embedded advertisement placeholder and from the set of advertisements  
stored separate from ~~one another~~ the multimedia presentation Flash animation;

a media buyer providing at least a portion of the set of  
advertisements, wherein the identifier information is delivered from the  
syndication network to the media buyer and the identifier information is also  
40 delivered from the syndication network to the selector means;

means for assessing a fee to the user for delivery of the  
~~multimedia presentation~~ Flash animation, the fee being apportioned to a group  
comprising an owner of the ~~multimedia presentation~~ Flash animation, an owner  
of the syndication network and an owner of the media buyer;

45 means for assessing an advertisement charge to the sponsor of  
the advertisement delivered in the ~~multi-media presentation~~ Flash animation,  
wherein the sponsor's advertisement charge is apportioned to a group  
comprising an owner of the ~~multimedia presentation~~ Flash animation, an owner  
of a media buyer providing the selected advertisement, and an owner of the  
50 delivery means for providing the ~~multimedia presentation~~ Flash animation to the  
user; and

a hyperlink in the advertisement contained in the ~~multimedia  
presentation~~ Flash animation, wherein the hyperlink takes the user to an  
advertiser's website.

36. (Currently amended) An Internet advertising method comprising:  
providing a multimedia presentation comprising at least one  
component selected from a group consisting of computer generated animation  
and full-motion video, a given item within the selected component of the  
5 multimedia presentation represented by an embedded advertisement  
placeholder, and the embedded advertisement placeholder programmed to  
dynamically follow a series of actions of the given item within the multimedia  
presentation;

providing a set of advertisements corresponding to the embedded  
10 advertisement placeholder, each of the advertisements being indexed by at  
least one demographic indicator, and each of the advertisements stored  
separate from the multimedia presentation;

identifying at least one demographic characteristic of a user;

selecting a relevant advertisement from the set of advertisements  
15 stored separate from the multimedia presentation, the advertisement selection  
including a comparison of the user's at least one demographic characteristic  
with at least one demographic indicator of each advertisement, wherein the  
relevant advertisement for the user is selected subsequent to the step of  
identifying the at least one demographic characteristic of the user;

20 inserting the relevant advertisement stored separate from the  
multimedia presentation into the embedded advertisement placeholder of the  
multimedia presentation, wherein a seamless advertisement programmed to  
dynamically follow the actions of the given item integrated within the multimedia  
presentation and targeted to the user's demographic characteristics is created  
25 after identifying the at least one demographic characteristic of the user; and

delivering to the user the seamless advertisement created by  
inserting the relevant advertisement stored separate from the multimedia  
presentation into the embedded advertisement placeholder of the multimedia  
presentation ~~after the identifier means which that~~ is created after identifying the  
30 at least one demographic characteristic of the user.

37. (Currently amended) An Internet advertising method comprising:

providing an original Macromedia Flash animation ~~multimedia~~  
~~presentation comprising at least one component selected from a group~~  
~~consisting of computer-generated animation and full-motion video~~, at least two  
5 given items within the ~~selected component of the Flash animation multimedia~~  
~~presentation~~—represented by at least two embedded advertisement

placeholders, and the at least two embedded advertisement placeholders programmed to dynamically follow a series of actions of the at least two given items within the ~~multimedia presentation~~ Flash animation;

10            providing multiple sets of advertisements, each set of advertisements corresponding to one of ~~each of the~~ at least two embedded advertisement placeholders, and each set of ~~the~~ advertisements being indexed by at least one demographic indicator;

                 identifying cookies generated by an Internet browser of a user,  
15    wherein at least one demographic characteristic of the user is identified;

                 selecting a relevant advertisement corresponding to the cookies generated by the Internet browser of the user from ~~the~~ each set of advertisements stored separate from the ~~multimedia presentation~~ Flash animation, the step of selecting the relevant advertisements including a  
20    comparison of the user's cookies with the at least one demographic indicator of each indexed advertisement to select the relevant advertisements for the user;

                 inserting the selected advertisements stored separate from the ~~multimedia presentation~~ Flash animation into the at least two embedded advertisement placeholders of the ~~multimedia presentation~~ Flash animation  
25    using a Macromedia Generator computer program, the Generator computer program creating a seamless advertisements programmed to dynamically follow the series of actions of the at least two given items integrated within the ~~multimedia presentation~~ Flash animation and targeted to the user's demographic characteristics, wherein the step of inserting the selected  
30    advertisements into the embedded advertisement placeholders of the ~~multimedia presentation~~ Flash animation is subsequent to the steps of identifying cookies generated by the Internet browser of the user, and selecting the relevant advertisement from ~~the~~ each set of advertisements corresponding to the cookies generated by the Internet browser of the user after the

35 ~~Macromedia~~—Generator computer program has identified the at least one demographic characteristic of the user;

providing a syndication network for delivering to the user the seamless advertisement created by the ~~Macromedia~~—Generator computer program from the ~~multimedia presentation~~ Flash animation having the at least  
40 two embedded advertisement placeholders and from the multiple sets of advertisements stored separate from one another the multimedia presentation  
Flash animation;

providing at least a portion of the multiple sets of advertisements through a media buyer, wherein the identifier information is delivered from the  
45 syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means;

charging a fee to the user for delivery of the ~~multimedia presentation~~ Flash animation, the user fee being apportioned to a group comprising an owner of the ~~multimedia presentation~~ Flash animation, an owner of the  
50 syndication network and an owner of the media buyer;

charging the sponsor of the advertisements delivered in the ~~multi-media presentation~~ Flash animation, wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the ~~multimedia presentation~~ Flash animation, an owner of a media buyer providing the selected  
55 advertisements, and an owner of the delivery means for providing the ~~multimedia presentation~~ Flash animation to the user; and

providing a hyperlink in the advertisements contained in the ~~multimedia presentation~~ Flash animation, wherein the hyperlink takes the user to an advertiser's website.

38. (New) An Internet advertising system comprising:  
a multimedia presentation having an animation;

said animation having a character that moves in a series of actions;

5                   said character having an embedded advertisement placeholder;  
                  said embedded advertisement placeholder remaining in a fixed positional relationship to said character as the character moves in said series of actions;

                  a set of advertisements corresponding to said embedded  
10 advertisement placeholder and indexed by one or more demographic indicators;  
                  selector means for selecting an advertisement from said set of advertisements based on said demographic indicators;  
                  whereby said selected advertisement dynamically follows said series of actions while remaining in said fixed positional relationship to said  
15 character.

39. (New) The system of claim 38 wherein each of said advertisements corresponds to a demographic indicator.

40. (New) The system of claim 38 wherein said selector means selects said an advertisement according to a user identifier.

41. (New) The system of claim 38 wherein said embedded advertisement placeholder is operatively on clothing of said character.

42. (New) An Internet advertising system comprising:  
                  a multimedia presentation having an object;  
                  said object includes an embedded advertisement placeholder that remains dynamically contained in said multimedia presentation;  
5                   said object is distinct from a general background of said multimedia presentation;

- a plurality of advertisements;
  - a user identifier having a user characteristic;
  - a selector that selects an advertisement from said plurality of
- 10 advertisements based on said user characteristic;
- an inserter that inserts said selected advertisement into said embedded advertisement placeholder; and
  - a delivery system for delivering said multimedia presentation to a user.

43. (New) The system of claim 42 further comprising a hyperlink corresponding to a sponsor's website of said selected advertisement.

44. (New) The system of claim 42 wherein said object is selected from the group consisting of graphics, animated graphics, and full-motion video.